

**Abstract:**

**Title:** Marketing mix of HC Sparta Praha

**Targets:** The goal of this thesis is to analyze the individual elements of the marketing mix HC Sparta Praha. Then to determinate fan's views on the current marketing mix. Based on this analyses suggest possible modification would lead to improve the marketing activities of the club.

**Methods:** There will be used a case study and SWOT analysis to analyze current club marketing mix, the result of which will be the strengths and weaknesses of the club. At the same time the opportunities and threats that it faces up to. Another source of data will be an informal interview with the management of the club and a questionnaire, which will be used to analyses fan's opinions on individual parts of club marketing work. The collected information will be added by the author's personal knowledge that used to create the final proposals for the improvement of the marketing mix.

**Results:** Using the methods will be suggested specific modifications in individual parts of the marketing mix. These proposals will be presented to the club and realization of these proposals will be on management of the club.

**Keywords:** marketing, marketing mix, communications mix, the image of the club, SWOT analysis, questionnaire